

1/9

FIG. 1

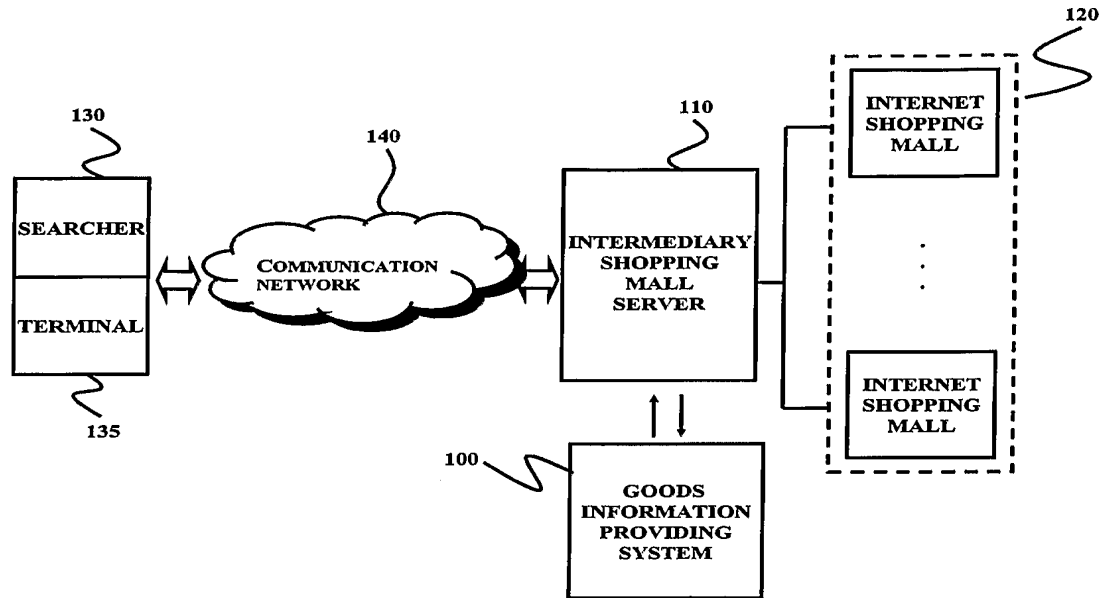
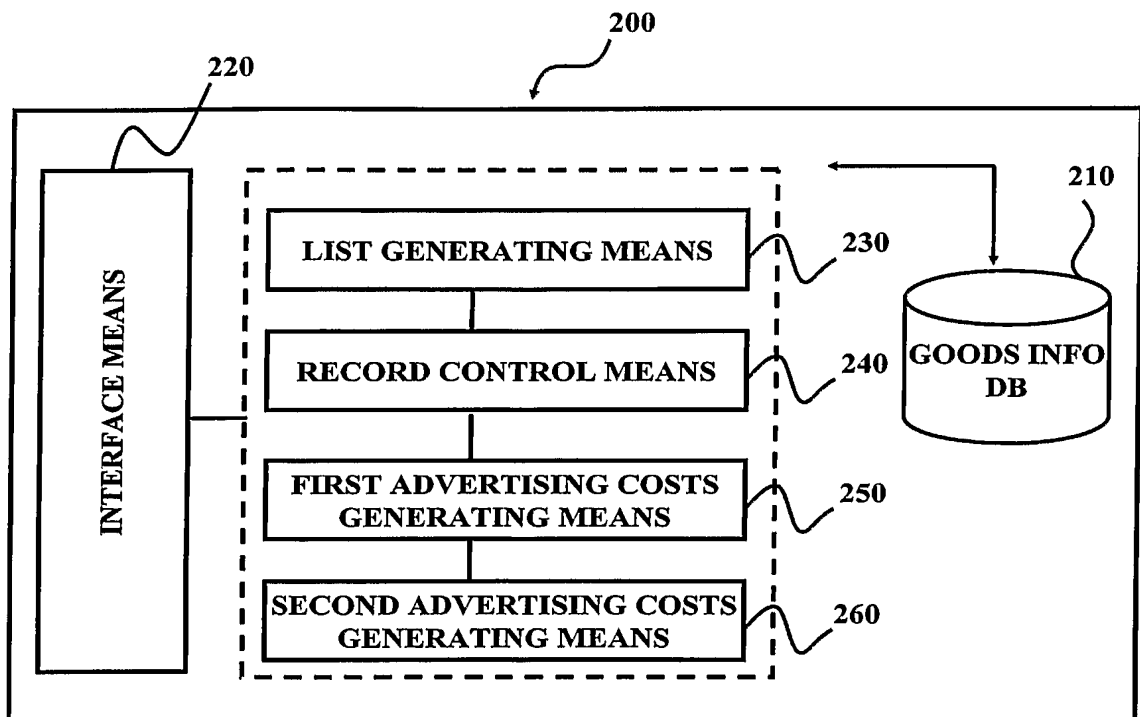


FIG. 2



2/9

FIG. 3

<GOODS INFORMATION DB>

GOODS	KEYWORD CORRESPONDING TO GOODS	SELLER	PRICE	LINK
Dios refrigerator R-S584GMJ	[LG] [Dios] [refrigerator]	buyis	849,000	http://www.buyis.co.kr
Dios refrigerator R-S584GMJ	[LG] [LG electrics] [refrigerator]	outlet	860,000	http://www.oulet.co.kr
Dios refrigerator R-S584GMJ	[two door] [Dios] [refrigerator]	Gmarket	860,500	http://www.gmarket.co.kr
SAMSUNG PC camera DIGIMAX 35 Duo	[SAMSUNG] [camera]	buyis	95,000	http://www.buyis.co.kr

FIG. 4

WEB SEARCH	v	Dios refrigerator	SEARCH
SHOPPING MALL	GOODS	PRICE	GOTO
Buyis	[LG][Dios refrigerator][R-S584GMJ]	849,000	shortcut
Outlet	[LG Electrics][Dios refrigerator]	860,000	shortcut
Gmarket	(Seoul/only in metropolitan)Dios refrigerator	865,000	shortcut
Electric land	LG Basic Dios[R-S584GMJ]	872,000	shortcut
.....	shortcut

3/9

FIG. 5

FIRST SELLING PERIOD
(1MONT)
2004.3.1-3.31

SELLER	NUMBER OF INPUTTED CLICKS (COST PER CLICK INFO)	TOTAL SELLING PRICE (ADVERTISING COSTS OF SELLING PRICE)	NOTE
buyis	150 times (9,000 won)	4,600,000 won (9,200 won)	selling commission rate : 0.2% unit click cost : 60 won
outlet	120 times (7,200 won)	3,500,000 won (7,000 won)	
Gmarket	90 times (5,400 won)	2,700,000 won (5,400 won)	
...	

4/9

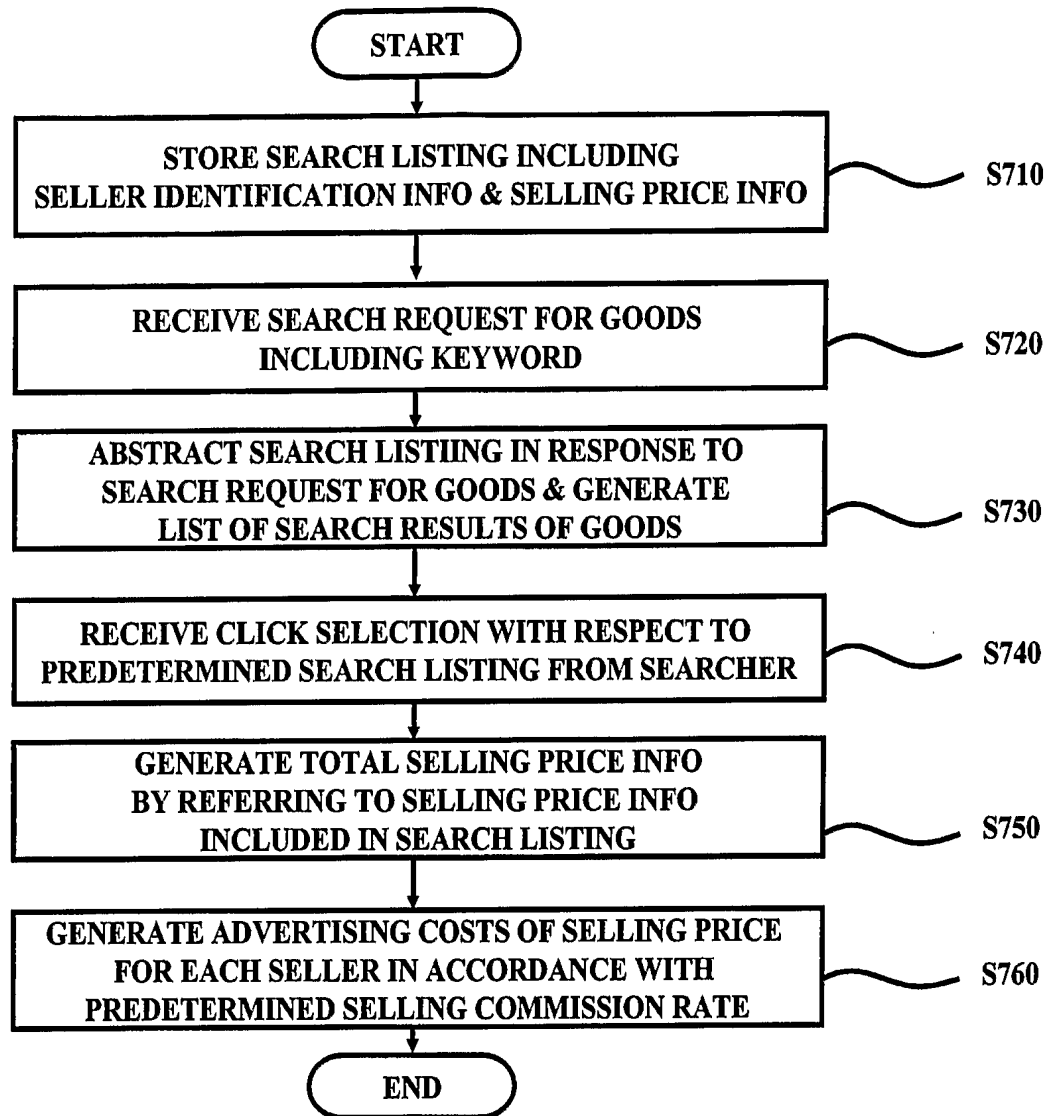
FIG. 6

SELLER	COST PER CLICK INFO	TOTAL SELLING PRICE	ADVERTISING COSTS OF SELLING PRICE (0.19%)	ADVERTISING COSTS OF SELLING PRICE (0.20%)	ADVERTISING COSTS OF SELLING PRICE (0.21%)
buyis	9,000won	4,600,000won	8,740won	9,200won	9,660won
outlet	7,200won	3,500,000won	6,650won	7,000won	7,350won
Gmarket	5,400won	2,700,000won	5,130won	5,400won	5,670won
Total	21,600won		20,520won	21,600won	22,680won

EXEMPLARY SELLING COMMISSION RATE	ADVERTISING COSTS OF SELLING PRICE	RATIO
0.19%	20,520won	95%
0.20%	21,600won	100%
0.21%	22,680won	105%

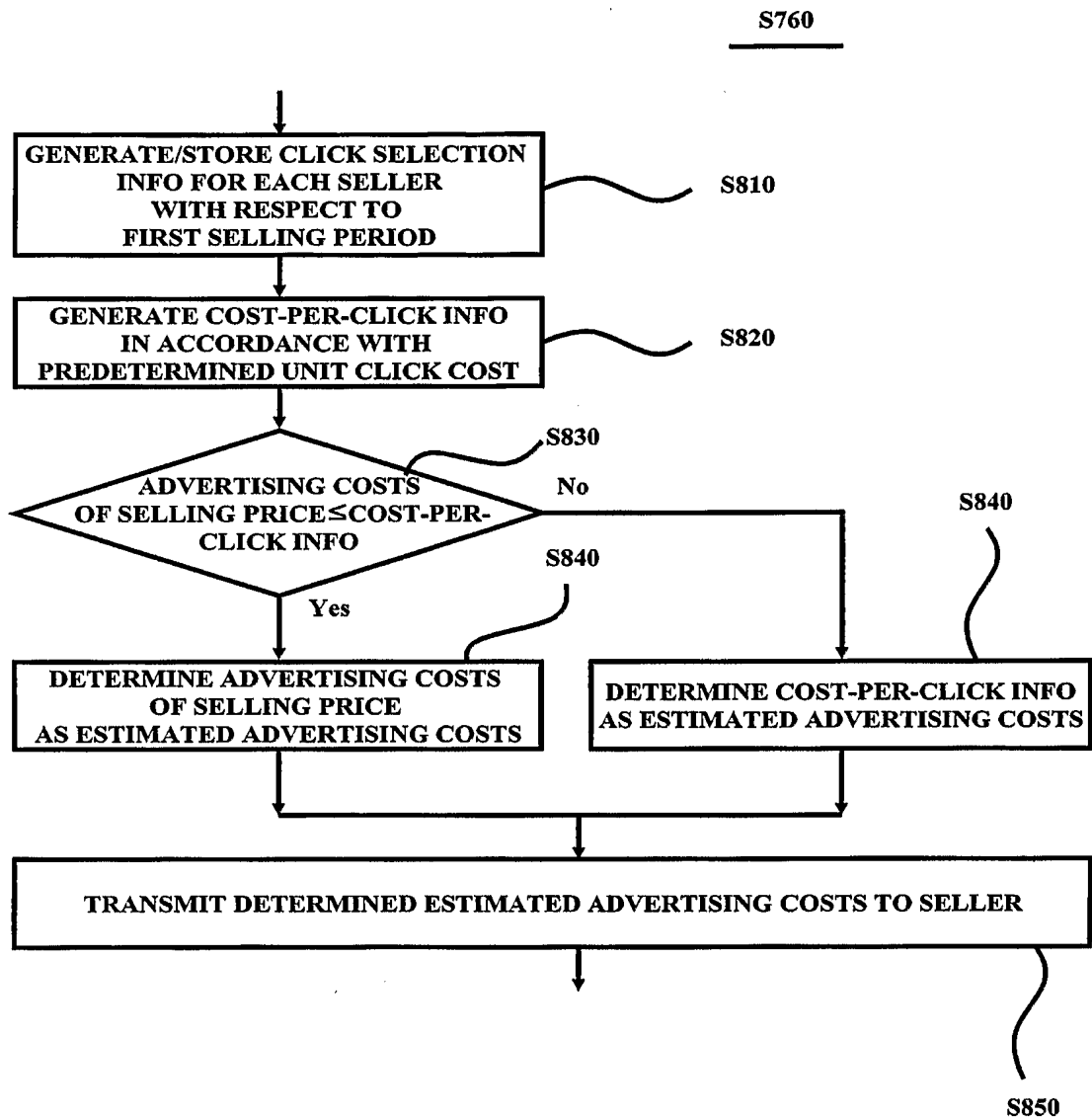
5/9

FIG. 7



6/9

FIG. 8

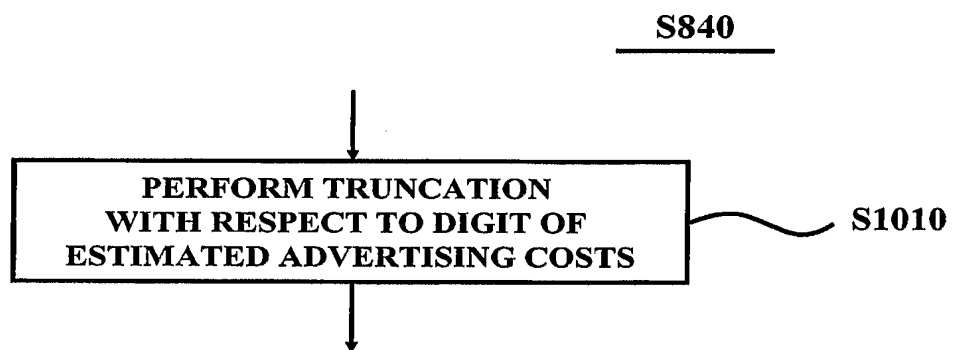


7/9

FIG. 9

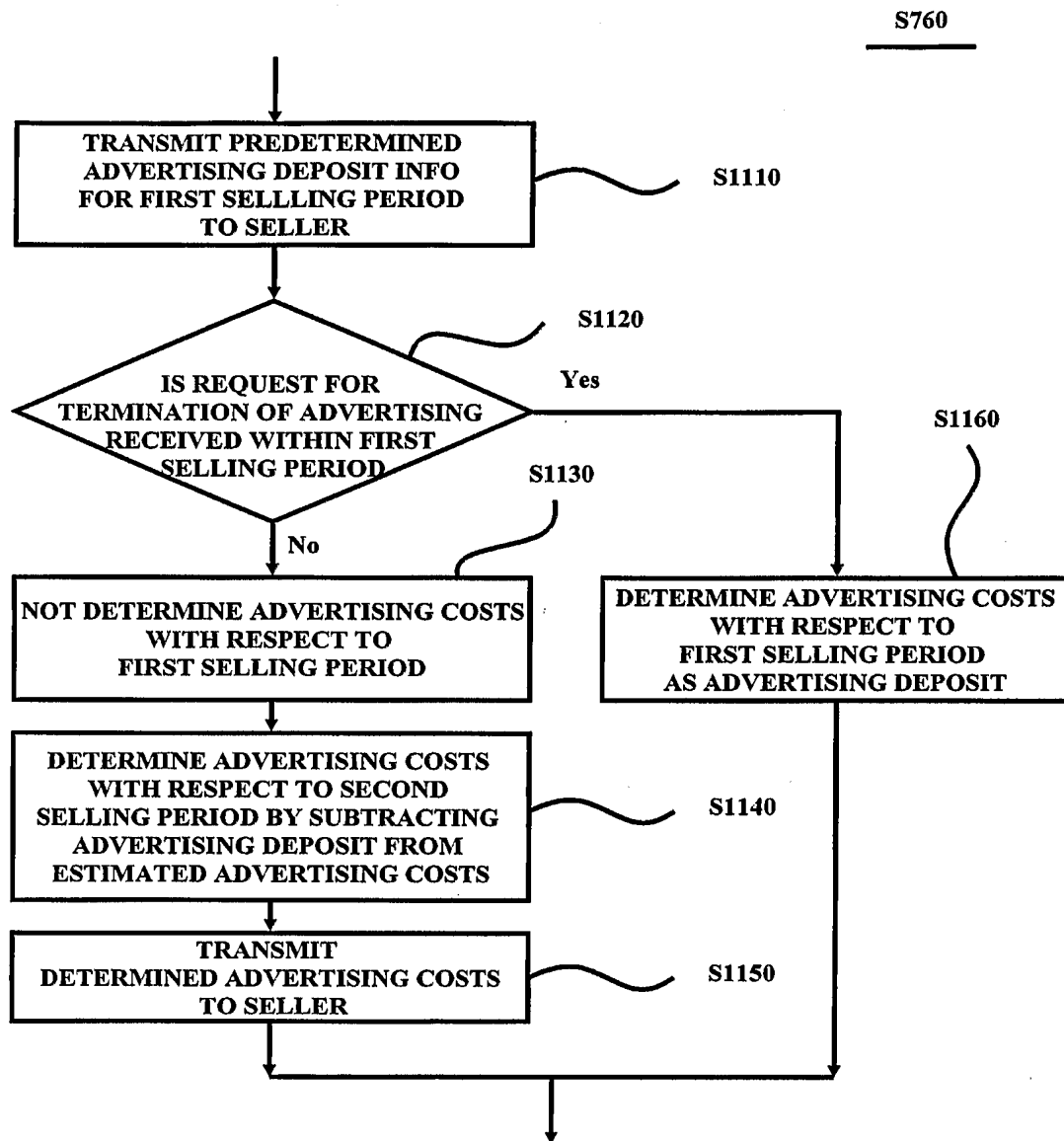


FIG. 10



8/9

FIG. 11



9/9

FIG. 12

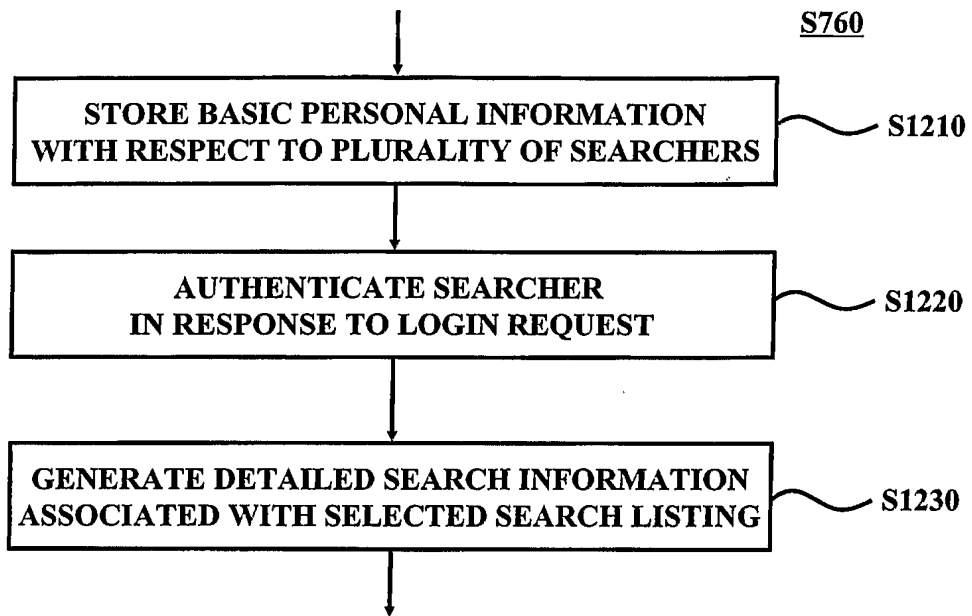


FIG. 13

